

35TH Annual National Wellness Conference
“Wellness Solutions that Work NOW: Best Outcomes Through Innovation, Caring, and Collaboration”
University of Wisconsin-Stevens Point, July 17-22, 2010

Online Proposals

	LEAD PRESENTER	CO-PRESENTER
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Comprehensive List of Conference Presentations for LEAD Presenter:

What's Intrinsic Got To Do With It? breakout session to be presented at the Art & Science of Health Promotion Conference, Hilton Head, SC 2010.

Engagement: The Key to Healthy Organizations, breakout session to be presented at the Art & Science of Health Promotion Conference, Hilton Head, SC 2010.

What's Intrinsic Got To Do With It? breakout session to be presented at the Midwest Worksite Health Promotion Conference, St. Paul, MN 2009.

Put Healthcare Consumerism Into Action, three-hour seminar presented to over one hundred business leaders, Minneapolis, MN 2009.

What's Intrinsic Got To Do With It? breakout session presented at the National Wellness Conference, Stevens Point, WI 2009.

Engagement: The Key to Healthy Organizations, breakout session presented at the National Wellness Conference, Stevens Point, WI 2009.

Engagement: The Key to a Healthy Company Culture, educational session presented at the Northland ACSM quarterly education event and for Assurex Global, Minneapolis, MN 2009.

Engage Employees through Intrinsic Motivation, three-hour seminar presented to nearly two hundred business leaders, Golden Valley, MN 2009.

How to Motivate People to Make Behavior Change, breakout session presented at the Northland ACSM Spring Tutorial, St. Cloud, MN 2009.

Wellness vs. Health Management: Are They Mutually Exclusive?, seminar and interactive discussion presented for sHaRe (a strategic HR networking group), Minneapolis, MN 2009.

Effective Health Management: It's About Culture, seminar presented to a governmental workgroup and several professional human resources organizations, Minneapolis, MN 2009.

Respond to the Aging Workforce, three-hour seminar presented to over one hundred business leaders, Golden Valley, MN 2009.

Embracing Life's Journey, keynote address presented at the massage therapy graduation for Northwestern Health Sciences University, Bloomington, MN 2008.

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3 Perspectives on Reaching the Hard-to-Reach: Message, seminar presented as part of a panel for the Northland Chapter of the American College of Sports Medicine’s Worksite Health Promotion Group quarterly education event, Minneapolis, MN 2008.

Health Management: A Serious Business Solution, three-hour seminar presented to over one hundred business leaders, Golden Valley, MN 2008.

What’s Intrinsic Got To Do With It? breakout session presented at the National Wellness Conference, Stevens Point, WI 2008.

Put Healthcare Consumerism Into Action, three-hour seminar presented to business leaders, Owatonna, MN, Eau Claire, WI and Minneapolis, MN 2008.

Health Management as a Serious Business Strategy, presented to an Enterprise Minnesota CEO peer group, Owatonna, MN 2008.

Health and Wellness Coaching – Applied Intrinsic Coaching®, course taught in conjunction with the Integrative Health and Wellness program and continuing education at Northwestern Health Sciences University, Bloomington, MN 2008.

Beyond Resolutions: Resolving to Change, presentation given to over one hundred business leaders, Medina, MN 2007.

Health Management as a Serious Business Strategy, presented at the Minnesota Technology Business Climatology Conference for CEOs, Minneapolis, MN 2007 and Mankato, MN 2008; presented to two Enterprise Minnesota CEO peer groups, Alexandria, MN 2007 and Owatonna, MN, 2008.

Trends in Wellness Programs, three-hour seminar presented to business leaders, Owatonna, MN and Eau Claire, WI 2007.

Creating Your Authentic Marketing Mindset, breakout session presented as part of the Coaching Academy at the National Wellness Conference, Stevens Point, WI 2007.

How To Motivate Employees for Change, three-hour seminar presented to over one hundred business leaders, Medina, MN 2007.

Health Coaching vs. “True Coaching” – Which Really Makes a Difference? presentation given to the Washington County Worksite Health Group Stillwater, MN 2007.

Take Charge: Living with Intention, presented to health professionals and laboratory workers for Health East, Hastings, MN 2006.

Presentation Title:

Consumerism: The Low-Hanging Fruit That Works NOW

Track: Wellness Promotion

Program Level: intermediate

Target Audience: Health Promotion Professionals

Program Type: Breakout Session

Have you presented or are you planning to present this program at other wellness-related conferences?

n/a

Abstract:

Increasing healthcare costs have provided a great opportunity for focusing on health and prevention. However, as employees continue to share in the increased cost burden of healthcare, they are not given tools and skills to effectively navigate the healthcare system. Furthermore, research estimates nearly 30 percent of health care dollars are

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spent on avoidable poor quality care. Integrating results-oriented consumerism strategies into wellness programming can provide more immediate impact than many behavior change initiatives – even if a company doesn’t have a supportive culture. This session will focus on leveraging consumerism as a core component of worksite wellness efforts to maximize results.

Measurable Objectives:

- I. Participants will be able to understand the importance of including consumerism strategies into current wellness programming efforts.
2. Participants will be able to describe current trends and best practices for using consumerism initiatives to manage health care costs.
3. Participants will learn about tools and resources to help educate employees and build skills for taking charge of their health and health care.

Program Outline:

- I. Background on the current state of affairs.
 - a. Review of the cost burden of poor quality care.
 - b. Review the role of lifestyle on health care costs.
- II. What high-performing companies do.
 - a. Discuss the difference between high-performing and low-performing companies in terms of health care costs and what they do that is different (and working).
- III. Results-oriented consumerism: Good, Better, Best.
 - a. Review consumerism strategies and resources from a framework of good, better, best.
 - b. Discussion of what to look for in consumerism resources (i.e., websites, self-care manuals, etc.)
 - c. Interactive activity to show the importance of including self-care in wellness programming.
- IV. Interactive role-playing activity; participants will go through interactive healthcare scenarios to see how their choices impact their finances.

Program Bibliography:

- Johnson, S. S., Cummins, C. O., Evers, K. E., Prochaska, J. M., & Prochaska, J. O. (2009). Proactive health consumerism: An important new tool for worksite health promotion. *American Journal of Health Promotion / The Art of Health Promotion*, 23(6), 1-8.
- Kaiser/HRET (2009). *Survey of Employer-Sponsored Health Benefit*.
- Lynch, W. D. & Gardner, H. H. (2008). *Aligning incentives, information and choice: How to optimize health and human capital performance*. Cheyenne, WY: Health as Human Capital Foundation.
- Lynch, W. D., Gardner, H. H., Melkonian, A., & Kleinman, N. (2007). *Human capital, motivation, and productivity: Brief report from the health as human capital survey 2007*. Retrieved from <http://www.hhcfoundation.org/hhcf/pdf/Brief1.pdf>

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Ostbye, T., Dement, A. M., & Krause, K. M. (2007, April). Obesity and workers' compensation: Results from the Duke health and safety surveillance system. *Archives of Internal Medicine*, 167, 766-773.

Towers Perrin (2009). Health Care Cost Survey.

Watson Wyatt (2007). Employee Perspectives on Health Care Study.

WELCOA (2009). Results-oriented self care programs.

Program Relevance to Conference Theme:

Worksite wellness often sells its value by trying to correlate to the costs of health risks and health care costs due to lifestyle. However, we also know it can take 3 years or more before a company can really see the economic impact of their wellness efforts. Behavior change takes time and can take even longer if employees feel like they are being manipulated into making changes. In addition, trying to implement wellness programs in a culture where employees don't trust the motives of leadership can backfire.

Employees and employers want easy things they can do now to help them with our broken healthcare system. Well designed, proactive consumerism strategies can do just that. They can have an immediate impact on how employees utilize healthcare and show some more immediate impact on costs for employers. Consumerism can be positioned as the “low hanging fruit” to have more short-term impact on the company's health-related costs while building more trust and credibility with employees. Instead of the typical message of “we are trying to get you to change your lifestyle”, which can be met with resistance, consumerism is often welcomed because everyone knows they could use guidance in navigating our healthcare system. Furthermore, when employees receive tools and resources from their employer that truly helps them and their families better navigate the healthcare system, they receive a message that they are valued by their employer – which can go a long way in supporting other wellness efforts.

In a time when companies are watching every budget line item, wellness needs to connect with what is really impacting business – health care costs. Too often wellness programs are kept separate from benefit plan design and health care planning. A comprehensive and strategic approach to consumerism is critical to the long-term success of worksite wellness programs; unfortunately, it is often overlooked. Until I worked on the benefits side of things (as opposed to being in the role of the person designing and implementing wellness programs), I never realized how critical it is for wellness to connect with benefits and all that goes along with the health plan. I have learned that starting with consumerism is a great approach for companies just getting started and builds a great foundation on which to build a comprehensive wellness program. I have also learned that companies doing wellness more often than not don't have a consumerism strategy yet have goals for reducing healthcare costs. It is time to broaden our scope and collaborate with the benefits world to make wise healthcare consumers a focus of wellness efforts.